

**CITY OF MOUNTAIN VIEW
CLASS SPECIFICATION**

Position Title: Community Relations Officer	Job Family: 2
General Classification: Management	Job Grade: 33

Definition: To plan, organize, direct and coordinate the development and supervision of the Police Department's Communication and Information Programs. In addition to the Communications Program responsibilities, this class will also conduct a broad variety of general administrative and operational duties as assigned.

Distinguishing Characteristics: Receives general supervision from the Police Chief or other Police administrative and management staff. May exercise direct and indirect supervision over department staff assigned within the unit supervised and managed by this position. This may include full-time and part-time as well as volunteer staff.

Examples of Duties: Duties may include, but are not limited to, the following:

1. Develop, plan and implement Communications and Information Programs, which may include: media outreach activities, public service announcements (radio and TV), cable access programming, on-line newsletter development and other promotional programs and activities.
2. Manage community relations by developing innovative programs and services to maintain and enhance community relations.
3. Maintain, enhance and direct staff in general neighborhood, residential and business community outreach, and crime prevention programs.
4. Analyze, research and prepare a variety of reports that support the office of the Police Chief.
5. Maintain, manage and enhance the department's continuous improvement and performance accountability program "C.R.I.M.E." (Critical Review in Meeting Excellence). Tasks may include analyzing of crime data, preparation of reports, developing presentations and other administrative tasks.
6. Manage the department's Volunteers in Partnership program by participating in and directing staff to recruit, background, hire and train volunteer staff. Maintain and develop new volunteer opportunities that benefit the department and community. Manage personnel involving volunteer staff.

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7. Review in detail construction plans, conditional use permits and project plans. Provide detailed crime prevention recommendations to the City's Planning staff to ensure that all large-scale developments meet and exceed CPTED (Crime Prevention Through Environmental Design) industry standards. Meet with City's Planning staff and developers and attend project planning meetings as needed.
8. Manage the department's Crime Analysis Unit.
9. Develop, maintain and manage staff responsibilities for the department's web site, keeping web content current and innovative, leading the law enforcement profession in quality.
10. Accept, review and prepare responses to requests mandated under the Public Information Act.
11. May serve as representative to a variety of community and business meetings and participate in various community group boards and programs on behalf of the Police Department.
12. Advise and provide staff assistance to Police Department officials and other City staff and departments on effective public information methods and procedures.
13. Prepare speeches, memorandums, presentations and other documents for the Police Chief.
14. Develop and coordinate the delivery of specific outreach events and activities, targeting special population groups within the City, including developing materials in second languages and establishing community partnerships with the City's culturally diverse community.
15. Perform related duties as assigned.

Minimum Qualifications:

Knowledge of: Principles and practices of community/media relations and public information, including conduct of media relations relative to public-sector agencies; methods of report preparation and presentation; pertinent State, Federal and local laws, codes and regulations; crime prevention issues; modern office procedures; methods and computer equipment and software; principles of supervision, training and performance evaluation; Police Department structure and processes; analytical/research techniques; budget and operations analysis; general management principles; and Police Department and City policies and procedures.

Ability to: Develop, plan, direct and manage one or more public information functions; analyze, interpret and evaluate staff reports, new laws, regulations and codes relevant to the community/public information field and other assigned duties; effectively utilize computers and automated systems; maintain confidentiality; interpret policies, guidelines and procedures; develop recommendations and assist in making decisions of considerable impact; work independently with minimal supervision; supervise, train and evaluate assigned staff; evaluate program effectiveness; administer City programs and coordinate work with other divisions, departments and outside agencies; work with the public and discuss problems and complaints tactfully, courteously and effectively; represent the Police Department and City in a variety of community hearings, meetings and/or events; develop and modify web sites; coordinate and direct a variety of complex tasks and assignments simultaneously; communicate clearly and concisely, both orally and in writing; establish and maintain effective working relationships with those contacted in the course of work.

Experience and Training Guidelines: Any combination of experience and training will qualify if it provides for the required knowledge and abilities.

Recommended: Equivalent to bachelor's degree from an accredited college or university with major course work in public administration, journalism, communications, criminal justice or related field. Three years of increasingly responsible professional experience in public relations or communications is required. Experience working in a public sector organization is desirable.

Required Licenses or Certificates: Valid California Class C driver's license.

Ability to obtain certifications in Public Information/Crisis Communication, Basic and Advance Crime Prevention, Crime Prevention Through Environmental Design (CPTED), Crime Analysis Management and other related specialized training within three years of appointment.

Established August 2000

Revised October 2006

CLASS SPECS

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